CSRs
The Frontline Heroes of DLA

Presented by:
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the team together to unleash the power of DLA Customer

Outline

- The DLA Enterprise
- DLA Top Five Priorities
- Customer Operations and Readiness (J-4)
  - Roles
  - J-4 Tenets
  - Expectations
  - Priorities
  - Recent Events
  - Upcoming Events
  - On-going Items
  - The Road Ahead
- Summary

The DLA Enterprise

FY 02 Sales/Services: $21.5B
FY 03 Sales/Services: $25B
FY 04 Projection: $28.9B

- [illegible] $ 2.7B
- [illegible]
- [illegible] $ 6.3B
- **Energy:** $ 5.2B
- **Distribution:** $ 2.2B
- **Other:** $ 1.4B

Foreign Military Sales

- **Sales: $719M**
- **Shipments: 580K**
- **Supporting 124 Nations**

Scope of Business

- **45,000 Requisitions/Day**
- **8,200 Contracts/Day**
- **#54 Fortune 500 – Above Northrop Gr**
- **#2 in Top 50 Distribution Warehous**
- **23 Distribution Depots**
- **5.2 Million Items**
- **24.7M Annual Receipts and Issues**
- **1411 Weapon Systems Supported**
- **147.7M Barrels Fuel Sold (FY 03)**
- **$12.5B Annual Reutilizations/Dispos**

People

- **21,462 Civilians**
- **525 Active Duty Military**
- **637 Reserve Military**
- **Located in 48 States/28 Countries**

s of Aug 17, 04

DLA Top Five Priorities

- **Support to the Warfighter**
- **Agency Transformation**
  - **Business Systems Modernization**
- **Corporate Climate**
- **“New Normal”**
- **DPO Partnership**

Also includes CRM, Operationalizing, etc…

Roles … What J-4 Does

- Determines and delivers CRM solutions to Agency
- Sets strategic direction for ***Left Side*** (CRM) at DLA
- Leads as the Customer Advocate & Shapes the CRM Change Mgt
- Directs the NAMs, CAMs, CSRs, LNOs, and DCST programs
- Oversees the Three Regional Commands (C/E/P)

- Focal Point to the Joint community (exercises/ contingencies)
- Leads the Customer Quadrant for Enterprise Balanced Scorecard
- Trailblazing new FMS strategies … FMS Prime Vendor
- Building new Customer Performance & Readiness Metrics (CSPR)
- Coordinates DOD Critical Infrastructure Program (CIP) for Logistics

J-4 delivers key CRM capabilities thru CSR engagement strategies

Basic J-4 Tenets

- **Support to the Warfighter is #1 priority**
  - **OIF/OEF remains the day-to-day operations focus**
- **Driven by customer needs … It's about the Customer**
- **Enterprise focus … CRM is bigger than J-4**
- **Embrace Change … Marketing tools for competitive edge**
- **Partner thru Performance Based Agreements (PBAs)**
- **Deliver Performance thru solid Analytics**

Functional & Process proponents for CRM and CRM Cells

My Expectations

- **Communication … Two-way and Focused**
- **Build Trust … Offsite**
- **Participation … Training/Mentoring**
- **Teamwork … Essential Ingredient**
- **Customer Focus … It is why we exist**
- **Follow-Through … hold each other accountable**
- **Culture, Training, and Leadership Development … New Plan for Leading and Gr**

Embrace Change … Build a Great Team

DLA/J-4 Top Priorities

DLA's Top Five Priorities	Lead Roles in J-4					
	DLOC	J-42	J-43	CSO	J-48	J-49
Support to the Warfighter		✓		✓	✓	
Agency Transformation	✓	✓	✓	✓	✓	✓
Climate/Culture Survey	✓		✓	✓		
"New Normal"						
Distribution Process Owner Partnership	✓		✓	✓		

Building a Scorecard to measure our level of effort

DLA/J-4 Top Priorities (cont)

DLA J-4's Top10 + Priorities	Lead Roles in J-4					
	DLO C	J-42	J-43	CSO	J-48	J-49
Corporate Climate Survey						
Marketing Strategy						
Assess Customer Strategic Engagement Strategy						
Emergency Essential Cadre (Personnel)	50%	50%	50%	50%	50%	50%
Balance Score Card Metrics						
Transition from Readiness Review to CSPR						
Integrated Consumable Item Support (ICIS)						
DLA Forward Footprint						
DLA Expo Customer Engagement						
Service School House Training						
Customer Engagement Strategy/Plan	50%	50%	50%	50%	50%	50%

Building a Scorecard to measure our level of effort

Highlights of Recent Events

- General Order signed, Oct 1, 03
- ESP awarded to BearingPoint for CRM, Nov 03
- Subcommittee hearing on Operation IRAQI FREEDOM, Mar 04
- Senior Leaders Conference (SLC) Apr 13-15… 1st Report Card
- All Key PBA's signed … major achievement … a first of many
  - Established PAC Council of CAPTS and COLs
- Realigned J-44 (EA and PBLs) …
- Stand-up of DLA – Central approved …FOC Oct 1, 04
  - Three CSRs added to AOR

Highlights of Recent Events (cont)

- **DLA Balanced Scorecard (BSC) brief to Mr. Krieg, May 11**
- **BSM Rollout Assessment with Director, May 11**
- **Senior Leaders Offsite, May 25-26**
- **Service Days…Navy, Army/AMC, Marine…Air Force, Feb 10**
- **Established DCST Iraq**
- **Expanded LNO capabilities…SOCOM**
- **LMI study underway…Regional Customer Touch Strategies**
- **CRM interviews with Senior Leadership**
- **CIP…Logistics Domain leading the pack**

Highlights of Recent Events (cont)

- New Customer Readiness Metrics in staffing
- Customer Relationship Management (CRM) brief t Mr. Berkson,

  Jun 30
- DLA operationalizes DLA-wide, Jul 1
- J-4 Website…activated
- J-4 site visit to Iraq/Europe/Pacific
  - J-4 Teams visited AOR, May/Aug 04
- DLA-E Change of Command, Jul 04
- BSM Release 2 roll out, Aug 04

Highlights from Recent Events (cont)

- **CRM TEB, Aug 4-5**
  - **Two Decisions Approved by Director, Aug 13**
    - **Strategy**
    - **Transition Plan**

Highlights of Upcoming Events

- **DLA /COCOM Day, Oct 5-6… followed by COLD, Oct 7-8**
- **Air Force/DLA Day**
- **Canadian FMS Business**
- **Marketing Strategy and PBL support**
- **J-4 Off-sites…Leadership and Supervisors**
- **Senior Leaders Conference**
- **DDOC Transition within DLOC**
- **J-4 Anniversary…Oct 1, 04**

On-Going Items

- **Climate/Culture Survey follow-on actions**
- **BRAC data input process**
- **CRM and BSM integration efforts and Training**
- **J-4 Team Building**

The Road Ahead

- **Supporting Key transformational milestones for BSM, CRM,**

  the DPO partnership, etc.
- **Continued customer engagements… Requirements Determination**
- **Ensuring CRM successes**
- **Managing resource constraints**
- **Meeting the challenges of “New Normal”/OIF**
- **Workforce Management ….Training, Leadership, Recognition**

CSR Honor Roll

William Bartley, Steve Crawford, Michael Fleenor,

Robert Holley, Louis Martinez, Ann Ogelsby,

Donald Reed, Myron Savysky, Deborah Strickland

Timothy [illegible]ent, and Kath Willyard

Thanks for a Job Well Done!

and…

Embedded with the Warfighting Forces

In Summary

- **J-4 is focused on supporting DLA's Enterprise-wide Transformation**
- **J-4 also has a significant role in OIF/OEF and readiness**
- **Major priorities are on track**
  - **Warfighter support**
  - **Current business improvements**
  - **Transformational initiatives**
- **It's vital that we make CRM effective from Day One**